

MAGNETIC COSMETICS TRAY**FIELD OF THE INVENTION**

[0001] The present invention is in the field of magnetic cosmetics trays.

DISCUSSION OF RELATED ART

[0002] A variety of different cosmetics trays have been described in the prior art. Some of these include cosmetic trays having interchangeable magnetic cosmetic modules or have cosmetic modules that are reconfigurable.

[0003] For example, in United States patent number US20190075910A1 Magnetic Makeup Case by inventor Angelita Sherie Torres published on Mar. 14, 2019, the abstract discloses, “A cosmetics case having a housing configured to receive and contain cosmetics brushes. The case additionally having a lid and an interior shelf. The interior shelf including a recessed region containing a planar magnet such that a user can selectively magnetically engage cosmetics contained within a metal pan with the planar magnet in the recessed region. The lid, housing and interior shelf having embedded complimentary magnets position and configured to hold the case securely closed until a user desires to open and access the case.”

[0004] Also for example, in United States publication number US20130133686A1 Cosmetic Holder by inventor Zena Shteyzel published May 30, 2013 the abstract discloses, “customizable cosmetic palette is provided. A base assembly having a magnetic surface therein retains cosmetic pans of different shapes and sizes within the palette body, and allows replacement and rearrangement of the pans as necessary. One or more covers are provided to protect the contents during use, storage, handling and/or travel.”

[0005] For example, in the international publication number WO1986000600A1 Magnetic Cosmetic Case by inventor Janet Strnad published Jan. 30, 1986 the abstract discloses, “A cosmetic case (9) comprising a casing (10) and at least one magnet (20) which is mounted in the casing for releasably securing magnetically attracted pans of colored powder, creams and the like within the casing. The casing preferably has two hingedly connected sections (11, 12) with at least one magnet mounted in each section. A partition, preferably comprising a non-magnifying mirror on one side and a magnifying mirror on the other side, is preferably mounted between the sections to separate pans (24) of colored powders, creams and the like releasably secured in one section from that in the other section.”

[0006] For example, in U.S. Pat. No. 5,005,697A Make-Up Case by inventor Keiji Jimbo et al. published Apr. 9, 1991 the abstract discloses, “A make-up case comprising in the inside thereof a plurality of cosmetics pans, wherein the bottom of each pan is provided with a magnet and the inner bottom of the case is provided with a magnetic material, or vice versa, the magnetic material being attracted to the magnet, whereby the plurality of cosmetics pans are removably arranged in the inside of the case.”

[0007] For example, in U.S. Pat. No. 5,135,012 Magnetic Compact Case by inventor Melvin Kamen published Aug. 4, 1992 the abstract discloses, A compact case has a lid which forms a joint with an associated base when the lid is in its closed position relative to the base. A magnetic sealing mechanism positively seals substantially the entire length of the joint. The magnetic sealing mechanism can also function

to releasably and moveably secure cosmetic product containers and cosmetic implements and accessories to the compact case.”

[0008] For example, in United States publication number US20100089793A1 Cosmetic Component Retainer by inventor Monetta J. Plassmeyer published Apr. 15, 2010 the abstract discloses, “A cosmetic palette for retaining a cosmetic component includes a base and a non-metallic retention layer. The base includes a first side and an opposing second side. The retention layer is secured to and covers at least a portion of the first side. The retention layer removably secures the cosmetic component to inhibit movement of the cosmetic component relative to the first side. The retention layer is devoid of any predetermined locations that are adapted to secure the cosmetic component. Further, the retention layer can retain a cosmetic component that is formed from plastic or metal. The cosmetic palette can include a removable rim that is positioned so that a portion of the retention layer is positioned directly between the rim and the first side of the base. The retention layer can be formed from a plastic material or a vinyl compound. In another embodiment, the present invention is directed toward a cosmetic component retainer that includes a first cosmetic palette and a second cosmetic palette that are hingedly attached to one another.”

[0009] For example, in United States publication number US20110061675A1 Custom Compact Cosmetic Case with makeup pans and brushes published Mar. 17, 2011 the abstract discloses, “A cosmetic case is disclosed. The cosmetic case comprises an external shell comprising a lid section and a bottom section. At least one hinge connects the lid section to the bottom section. At least a first panel is attached via at least one hinge to an edge of the bottom section. The first panel can swing out to reveal an inside surface of the bottom section. Each panel has a front surface which faces up towards the lid section and a back surface which faces down towards the bottom section. At least part of the front surface is comprised of a magnetic material. The cosmetic case has a plurality of fastening devices on an inside of the bottom section for storing cosmetic accessories.”

[0010] For example, in U.S. Pat. No. 4,018,237A Booklet Type Cosmetic Compact by inventor Wolf Steiman published Apr. 19, 1977 the abstract discloses, “A cosmetic compact in the form of a small booklet of flexible sheet material comprising a one-piece base and cover, the latter being hingedly connected to the base and adapted to overlie the same. Heat-sealed to the members are substantially flat retainer sheets, both of which are provided with upstanding bead formations extending at least partially around peripheral edge portions thereof. The bead formations of each sheet are so arranged as to be capable of interfitting with one another and being frictionally nested, thereby to maintain the members in closed position when compact is not in use. Optionally, one or both of the bead formations can be provided with undercut surfaces to thereby improve the frictional retention between the two members. The flat space outlined by the bead formation of the base member is adapted to receive a tray of cosmetic material, and the space outlined by the bead formation of the cover member is available for securing a mirror thereto. The arrangement is such that an especially neat external appearance and soft touch is realized, in a compact characterized by small physical size and extremely low manufacturing cost.”